

GAMBARAN KUALITAS PRODUK DAN KUALITAS PELAYANAN DENGAN KEPUASAAN KONSUMEN DI THE CAFFE'IN COFFEE & CAFÉ MAKASSAR

*Description of Product Quality and Service Quality with Our Satisfaction
in the Consumer Caffe'in Coffee & Cafe Makassar*

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ABSTRAK

Tingkat pengeluaran penduduk kota 41,92% untuk kebutuhan makanan. Sehingga menuntut pengusaha *cafe* untuk saling bersaing terutama dalam memberikan kualitas produk dan kualitas pelayanan yang baik dan tepat agar tercapai kepuasan konsumen yang besar. Penelitian ini bertujuan untuk melihat gambaran kualitas produk, pelayanan dan kepuasan konsumen di The Caffe'in & Cafe Makassar. Jenis penelitian yang digunakan adalah analisis deskriptif metode angket. Populasi adalah seluruh pengunjung The Caffe'in & Café Makassar yang datang dan menikmati produk di The Caffe`In Coffee & Café saat penelitian berlangsung (*incidental smpling*) dengan jumlah sampel sebesar 30 orang. Analisis data yang dilakukan adalah uji validitas dan reliabilitas, Hasil penelitian diperoleh variabel kategori rasa minuman 60% (sangat puas) dan makanan 50% (sangat puas). Kategori aroma minuman 45% (sangat puas) dan makanan 40% (sangat puas), kategori rasa minuman dan makanan 45% (cukup puas), kategori temperatur makanan dan minuman 40% (cukup puas dan sangat puas). Kesimpulan dari penelitian bahwa Kualitas pelayanan The Caffe`In Coffee & Cafe sebagian besar dalam kategori sangat memuaskan, Kualitas produk dan pelayanan konsumen The Caffe`In Coffee & Cafe sebagian besar dalam kategori memuaskan.

Kata kunci: Kualitas, produk, pelayanan, kepuasan konsumen

ABSTRACT

The level of spending 41 city residents, 92 percent for food. So sue employers cafe to compete mainly in providing quality products and service quality is good and right in order to achieve great customer satisfaction. This study aims to look at the picture of product quality, service and customer satisfaction in The Caffe'in & Cafe Makassar. This type of research is descriptive analysis questionnaire method. The population is all visitors Caffe'in & Café Makassar who come and enjoy the products at The Caffe`In Coffee & Café researchers are currently implementing research (sampling incidental) with a large sample size of 30 people. Data analysis was conducted are validity and reliability, the research results showed variabel category of flavored drinks 60% (very satisfied) and the food was 50% (very satisfied). Category aroma beverage 45% (very satisfied) and the food was 40% (very satisfied), the category of flavored drinks and food 45% (quite satisfied), the category temperature food and drink 40% (quite satisfied and very satisfied). The conclusion that the quality of service The Caffe`In Coffee & Cafe, mostly in the category of very satisfactory, product quality and customer service The Caffe`In Coffee & Cafe, mostly in the category satisfying.

Keywords: Quality, product, services, consumer satisfactio